

ORDER



KSNV

Orders
Order / Rev: 106697
Alt Order #: 06853041
Product Desc: OBAMA SKED C
Estimate: 1781
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/17/12 / 10/01/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	8	\$3,300.00	\$2,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	8	\$3,300.00	\$2,805.00	0.00
Totals	69	\$32,825.00	\$27,901.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	24%	\$32,825.00
Market	100%	\$136,770.83

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,031.25
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$34,192.71
KTUD	1%	\$1,367.71
KVVU	15%	\$20,515.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,838.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.00	1	0.00	NM	8	\$6,550.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	10/01/12	10/01/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$425.00		0.00						
N 12	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	-----S-	1		\$350.00		0.00						
													Totals	69	\$32,825.00